



# NEWGEN MARKETING



100% PRACTICAL & ADVANCED

# ADVANCED DIGITAL MARKETING COURSE

At NewGen Marketing Institute, you don't just learn digital marketing you understand how to apply it in real work.

Build strong skills, gain real experience, and move forward with confidence.

**Book your seat now.**



## COURSE DURATION

2.5 Months Course  
2hrs / daily - Monday To Friday



## COURSE FEES

₹ 15,000 /- (incl. all)  
Installment Available (Pay in 2 Parts)



## CERTIFICATIONS

Advanced Digital Marketing  
Website Development  
Google Ads Certifications (2)



+91 9321388658



[newgenmarketing.in](http://newgenmarketing.in)

# ABOUT US

At NewGen Marketing Institute, we don't just teach digital marketing—we help you understand how it actually works in the real world.

Our courses are built for people who want practical skills, not just theory. You'll learn directly from experienced marketers who are actively working on campaigns, so everything you learn is relevant and up to date.

Instead of only studying concepts, you'll work on real projects, case studies, and live campaigns. This helps you gain confidence and understand how digital marketing is actually done in businesses.

We focus on building your thinking as a marketer—how to generate leads, run ads, and get real results. By the end of the course, you won't just have knowledge—you'll have hands-on experience and a strong portfolio.

We also support you with job assistance, interview preparation, and career guidance so you're not left figuring things out on your own.



**Hands-On Learning  
Opportunities**



**Cutting Edge  
Curriculum**



**100% Job Assistance  
Support**



# WHY CHOOSE TO GROW DIGITAL INSTITUTE?

- ✓ 100% Practical & Advanced Training
- ✓ Small Batch of Max 8-10 Students
- ✓ Individual Focus On Every Students 4
- ✓ Certificates (ISO Certified) In House
- ✓ Digital marketing Agency Real time
- ✓ Experience on Real Projects 100%
- ✓ Placement Assistance
- ✓ Online/ Classroom training
- ✓ 2.5 Months Course Module 45+
- ✓ Major Modules WP Website
- ✓ Development E-commerce Website
- ✓ Development Free Domain &
- ✓ Hosting Hands-On Learning
- ✓ Opportunities

## Placement Partners



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# COURSE SYLLABUS (2026)

## 1. Introduction To Digital Marketing

In this module, you will learn what is digital marketing, latest digital marketing trends, strategies related to the various digital marketing platforms, etc

## 2. Graphic Design On Canva

In this module, you will learn how to create social media images, videos, and gifs for posters, websites, booklets, multimediapresentations, andheaps more.

## 3. Social Media Marketing

In this module, you will learn how to create Social media platforms, such as Facebook, Twitter, Instagram, LinkedIn,& YouTube to promote products or services and engage with target audiences.

## 4. Website Creation ( Wordpress)

In this module, you will learn how to create business website on WordPress.



# COURSE SYLLABUS (2026)

## 5. E-commerce Website

In this module, you will learn how to Create an e-commerce website with WordPress can be a cost-effective way to sell products or services online.

## 6. Landing Page Optimization

In this module, you will learn how Create your landing page with ease using our modular system. Create a visually appealing layout by combining modules for content, images, and forms.

## 7. Google My Business Creation

In this module, you will learn How to create and set up Google my business profile for local businesses.

## 8. Search Engine Optimization

In this module, you will learn SEO (Search Engine Optimization) is used to improve a website's visibility and ranking on search engines, which can ultimately drive more organic traffic to the site.



# COURSE SYLLABUS (2026)

## 9. On-Page Optimization

In this module, you will learn how to apply 20+ on page SEO factors which can lead to higher search engine rankings and increased organic traffic.

## 10. Technical Seo

In this module, you will learn the process of ensuring that a website meets the technical requirements of modern search engines with the goal of improved organic rankings

## 11. Google Search Console

In this module, you will learn how to submit your website to the Google search console. And also how to use Google crawls, sitemap, and Robotsand indexes your website

## 12. Google tag Manager

How to tracking website using Google Tag Manager's modular setup. Easily manage and deploy a variety of tracking tags for analytics, marketing, and more.



# COURSE SYLLABUS (2026)

## 13. Google Analytics

In this module, you will learn How to use Google Analytics to track and report website traffic. And also how to check users, bounce rate, Acquisition, Behavior, and Conversions.

## 14. Off Page Optimization

In this module, you will learn to improve the search engine ranking of a website through 30+ Off-page SEO factors. It helps search engines understand the relevance, credibility, and authority score of website optimization, Performance tracking, and analysis.

## 15. Local Seo Optimization

In this module, you will learn How to Building citations and listings in online directories and review sites to improve local search visibility.



# COURSE SYLLABUS (2026)

## 16. Quora Marketing

In this module, you will learn How to Marketing is the process of identifying, anticipating, and meeting customer needs and desires through the development, promotion, and distribution of goods and services.

## 17. SEO Analytics & Reporting

In this module, you will learn the process of evaluating how well your website is optimized for search engines. It identifies errors that can prevent your site from ranking well and opportunities that can help you gain more visibility

## 18. AI in Digital Marketing

In this module, You will learn the application of artificial intelligence (AI) in digital marketing. Students will learn how AI technologies are transforming various aspects of digital marketing strategy, implementation, and optimization



# COURSE SYLLABUS (2026)

## 19. Google Ads Fundamentals

In this module, you will learn How to create and manage their search, display, video, and shopping ad campaigns with more control and flexibility.

## 20. Google Search Ad Campaign

In this module, you will learn How to create and manage search ads campaigns on the Google ads platform, how to choose target-specific keywords, geographic locations, languages, and device types, as well as set bidding strategies and budgets.

## 21. Google Performance Max Ad Campaign

In this module, you will learn how to use Google ads and create drive performance based on your specified conversion goals, delivering more conversions and value by optimizing performance in real-time and across channels using Smart Bidding



# COURSE SYLLABUS (2026)

## 22. Remarketing & Conversion

In this module, you will learn how to engage audiences who have already interacted with your brand, to encourage them to take a desired action that may interest them, such as conversion.

## 23. Google Display Ad Campaign

In this module, you will learn how to use Google ads and The Display Network helps you reach people as they browse millions of websites, apps, and Google-owned properties

## 24. Google Video Ad Campaign

In this module, you will learn How to create and manage a YouTube ad campaign through the Google Ads platform.

## 25. Google Mobile App Ad Campaign

In this module, you will learn How to promote your apps across Google's largest properties including Search, Google Play, YouTube, Discover on Google Search, and the Google Display Network.



# COURSE SYLLABUS (2026)

## 26. Google Demand Gen Ad Campaign

In this module, you will learn how to use Google ads and ideal for social advertisers who want to serve visually-appealing, multi-format ads on Google's most impactful surfaces available to any advertiser

## 27. Google AdSense

In this module, You will learn Google through which website publishers in the Google Network of content sites serve text, images, video, or interactive media advertisements that are targeted to the site content and audience.

## 28. Performance Marketing

In this module, you will learn how to advertising programs in which affiliates and marketing companies are only paid when a desired action is completed, such as a completed lead, sale, booking, or download.



# COURSE SYLLABUS (2026)

## 29. Facebook Ads Mastery

In this module, you will learn how to create image ads, video ads, carousel ads, and more. Advertisers can also choose from a range of objectives for their ads, such as increasing brand awareness, driving website traffic, generating leads, or driving sales.

## 30. Instagram Ads Mastry

In this module, you will learn how to create photo ads, video ads, carousel ads, and story ads. Advertisers can target their ads based on demographics, interests, behaviors, and more, allowing them to reach the right audience for their products or services.

## 31. LinkedIn Advertising Techniques

In this module, you will learn how to help advertisers build ad campaigns around specific business goals. Businesses can place ads for all three stages of a sales funnel, from awareness to conversion industry, company size, and more.



# COURSE SYLLABUS (2026)

## 32. A/B Testing Fundamentals

In this module, you will learn how to use Google ads and ideal for social advertisers who want to serve visually-appealing, multi-format ads on Google's most impactful surfaces available to any advertiser

## 33. E-mail Marketing

In this module, you will learn how to use email marketing to send commercial or promotional messages to a group of people or a specific target audience through email.

## 34. Content Marketing

In this module, you will learn how to create content that provides value to potential customers, to increase conversions and customer loyalty. such as blog posts, articles, videos, social media posts, podcasts, infographics, and more.



# COURSE SYLLABUS (2026)

## 35. Mobile Marketing Strategies

In this module, you will learn how to target consumers on their mobile devices, such as smartphones or tablets. The goal of mobile marketing is to reach potential customers where they are spending the majority of their time and engage with them in a way that is convenient and relevant to their needs.

## 36. WhatsApp Marketing

In this module, you will learn the steps of building your first marketing campaign on WhatsApp Business Platform in this comprehensive resource.

## 37. Online Reputation Management

In this module, you will learn how to manage the online reputation of a person, business, or brand.



# COURSE SYLLABUS (2026)

## 38. Introduction To Affiliate Marketing

In this module, you will learn how to promote a product or service on behalf of a merchant & earns a commission for each sale or conversion that results from their promotional efforts.

## 39. Introduction Influence Marketing

In this module, you will learn how to collaborate with influential individuals on social media or other platforms to promote a product, service, or brand.

## 40. How To Start Blogging

You will learn the basic procedures for starting a successful posting on a blog journey. The entire course provides practical insights and strategies on everything from niche selection to creating compelling content and search engine optimization. Discover the skills required to launch your blog and build a strong online presence.





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# COURSE SYLLABUS (2026)

## 41. Digital Strategy & Planning

In this module, you will learn how to establish your own digital marketing agency. How to update your skills and stay on top of the latest digital marketing trends to provide high-quality services to your clients.

## 42. Growth Hacking Techniques

In this module, you will learn the use of resource-light and cost-effective digital marketing tactics to help grow and retain an active user base, sell products and gain exposure.

## 43. Generate income as a Freelancer

In this module, you will learn how to make money as a freelancer by taking on freelancer projects. You will learn how to provide quality work and excellent customer service to keep your clients happy and maintain a good reputation in the industry.



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# COURSE SYLLABUS (2026)

## 44. Interview Preparation & Portfolio Building

In this module, you will learn how to establish your own digital marketing agency. How to update your skills and stay on top of the latest digital marketing trends to provide high-quality services to your clients. It's also important to deliver exceptional customer service to build a strong reputation in the industry.

## 45. Mock Test

Customized 1-on-1 mock tests will help you improve your digital marketing skills. Receive personalized advice and feedback from industry experts. Improve your skills and preparedness for real-world challenges in the digital marketing field.



# WHY NEWGEN MARKETING INSTITUTE?



**Free Domain & Hosting**  
(For 1 Year)



**Micro Batch Size**  
(Min 7 & Max 10 Students)



**Interview Preparation**



**Online | Offline Training**



**Agency Style Learning**



**Internship & Job Placment**



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**NEWGEN  
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# TOOLS & PLATFORMS

Canva



WORDPRESS



mailchimp



Google My Business



Ads



Google  
Ads



SEMRUSH

Woo

COMMERCE



Google AdSense



Instagram  
Advertising

You Tube

Advertising



facebook  
pixel

facebook Ads

yoast

SimilarWeb

Google  
Analytics

Ubersuggest

MOZ

Linked in

shopify



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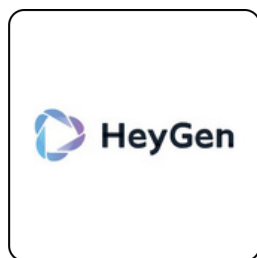
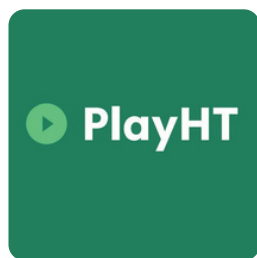
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**NEWGEN  
MARKETING**

# AI TOOLS & PLATFORMS

Improve your expertise in digital marketing with our extensive, success-oriented course! Our innovative curriculum goes beyond the basics of digital marketing by incorporating the most recent developments in artificial intelligence tool



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**Newgen Digital Institute Affiliate With**



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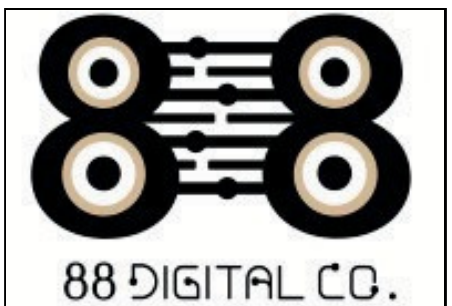
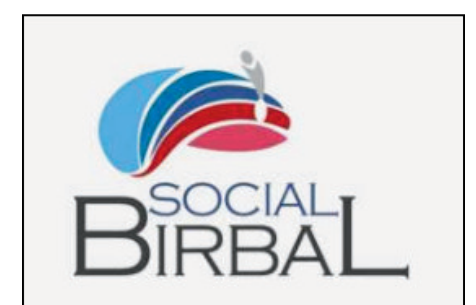


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**NEWGEN  
MARKETING**

# PLACEMENT PARTNERS



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# CONTACT US



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